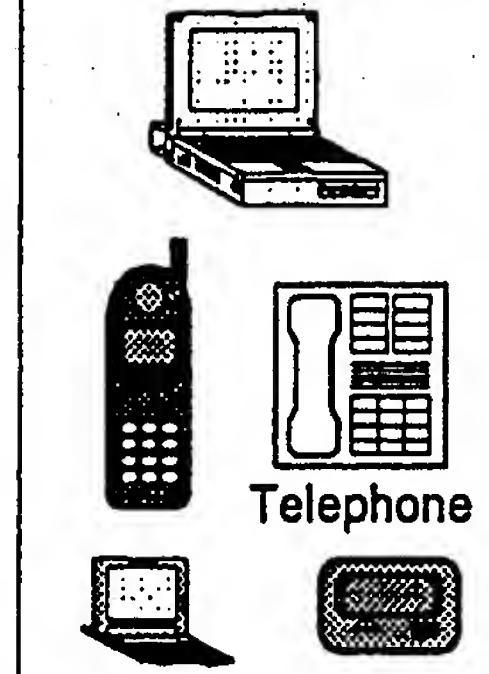


1



Customer Interface

4



26

External Gateway

7

Messaging Gateway

9

Voice Gateway

11

Web/Wap Gateways

13

Custom Connector

6

Messaging Connector

8

Voice Connector

10

Web/WAP Connector

12

External System

36

System Connector

23

External System

37

System Connector

35

Logic processing unit

3

Geodexed database

5

Figure 1

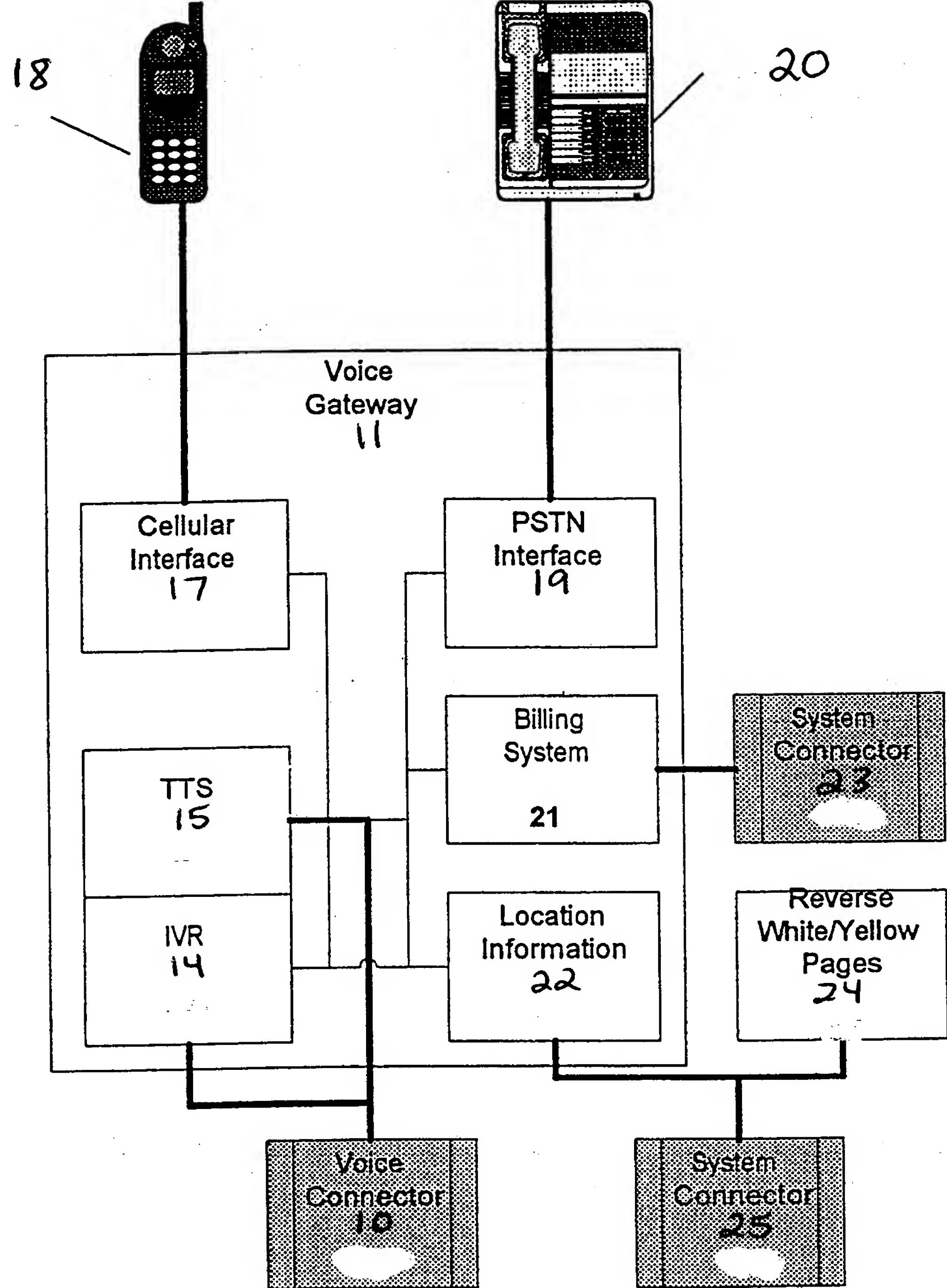


Figure 2

## 27 Business Information

Location(s)  
Billing information  
Marketing information <jingles>  
<images> ...  
Business hours

## 32 Client Management

Notification lists  
Coupon lists  
...

## 28 Current Outgoing Marketing Information

29 Web/WAP page  
<marketing message>  
Edit / build interface

## 30 Voice interface customization

31 Marketing components  
e-coupons <total> <interface> <push or pull>  
special of the day <audio clip> <written>  
Notification lists <push or pull> <client group>  
Map <directions, verbal> <directions, driving> ...

...

## 33 Incoming client information

e-coupon management  
Notification feedback  
Users-in-vicinity

## 34 Solution auditing information

Number of accesses  
Conversion ratios  
e-coupon / notification metrics  
....

Figure 3

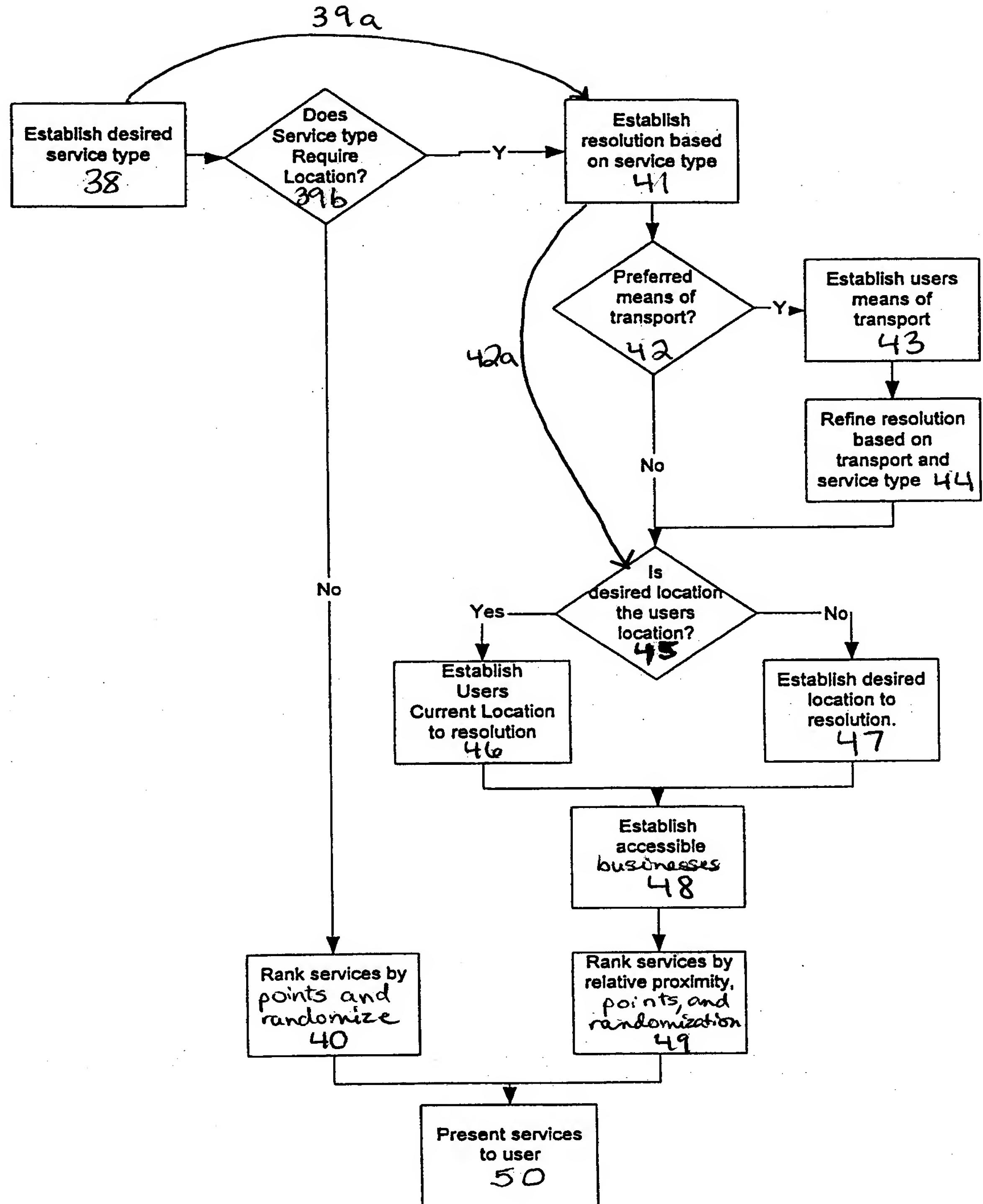


Figure 4